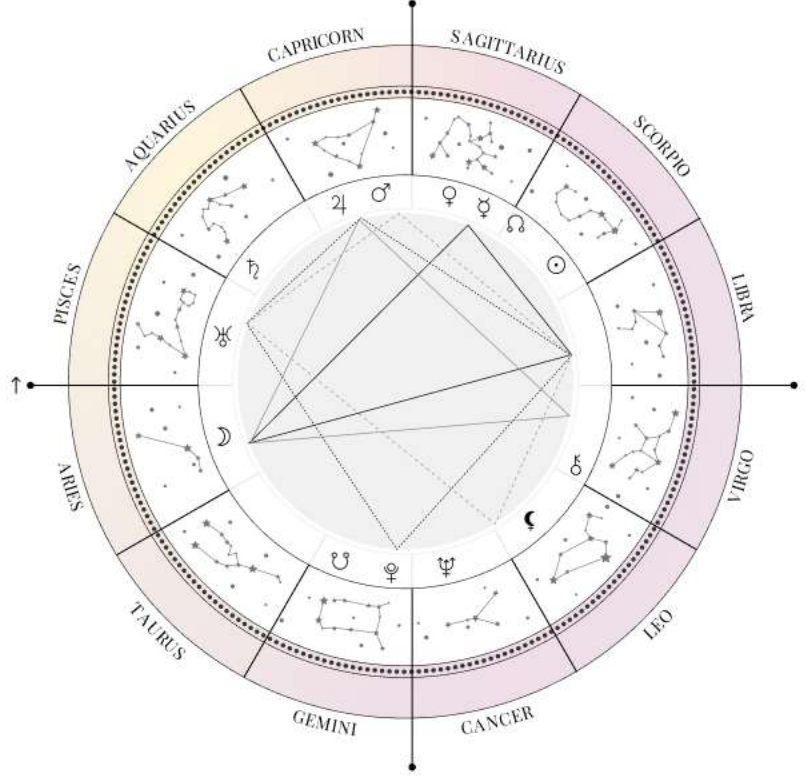




Custom Birth Chart Plugin For WordPress

THE UNIVERSE

AT THE EXACT TIME AND PLACE ON THE DAY YOU WERE BORN



JOHN SMITH
29 JANUARY 1954 AT 04:30AM MELBOURNE, AUSTRALIA

• Sun	8° 59' Aquarius	First House	5° 28' Aquarius
• Moon	12° 42' Taurus	Second House	6° 14' Taurus
• Ascendant	12° 42' Taurus	Third House	9° 42' Leo
• Midheaven	12° 42' Taurus	Fourth House	11° 18' Scorpio
• Mercury	4° 17' Pisces (R)	Fifth House	13° 55' Capricorn
• Venus	19° 30' Capricorn	Sixth House	15° 29' Pisces
• Mars	27° 13' Aries	Seventh House	17° 06' Cancer
• Jupiter	6° 55' Sagittarius	Eighth House	19° 43' Virgo
• Saturn	16° 28' Libra	Ninth House	21° 17' Libra
• Uranus	5° 10' Gemini	Tenth House	22° 54' Aries
• Neptune	22° 47' Scorpio	Eleventh House	24° 29' Gemini
• Pluto	24° 12' Virgo	Twelfth House	26° 05' Sagittarius
• Chiron	14° 36' Leo		
• North Node	9° 23' Cancer		
• South Node	18° 55' Aquarius		
• Black Moon Lilith	28° 40' Capricorn		

SUN - ARIES
Venus, ruler of Taurus, and Mars, ruler of Aries, dance together with this combination. In Greek mythology, Aphrodite (Venus), and Ares (Mars) were lovers with insatiable appetites for one another.

MOON - CAPRICORN
With the Moon in Capricorn, you are likely to have an innately serious and responsible nature, seeking to make the most of whatever resources you have at your disposal. Responsibility, at this entails, will probably form a background theme in your life.

ASCENDANT - TAURUS
Physically, this person may have two slight bumps on their forehead (a symbol of the horned bull) and may carry weight in the stomach area. They might have a sturdy, muscular build and physically carry a lot of weight in the gym and handle hard exercise.

MIDHEAVEN - ARIES
Aries is the sign of the Warrior. According to evolutionary Steven Forrest, planets show up in Aries because they need courage. Mercury is the planet of perception, thought, communication, and learning.

NATASHA WEBER  www.astrotash.com

Enter Your Birth Details

Name

Birth Time Unknown ☐

hrs min AM PM

Birth Date

Day Month Year

Birth Country

Birth State

Birth City

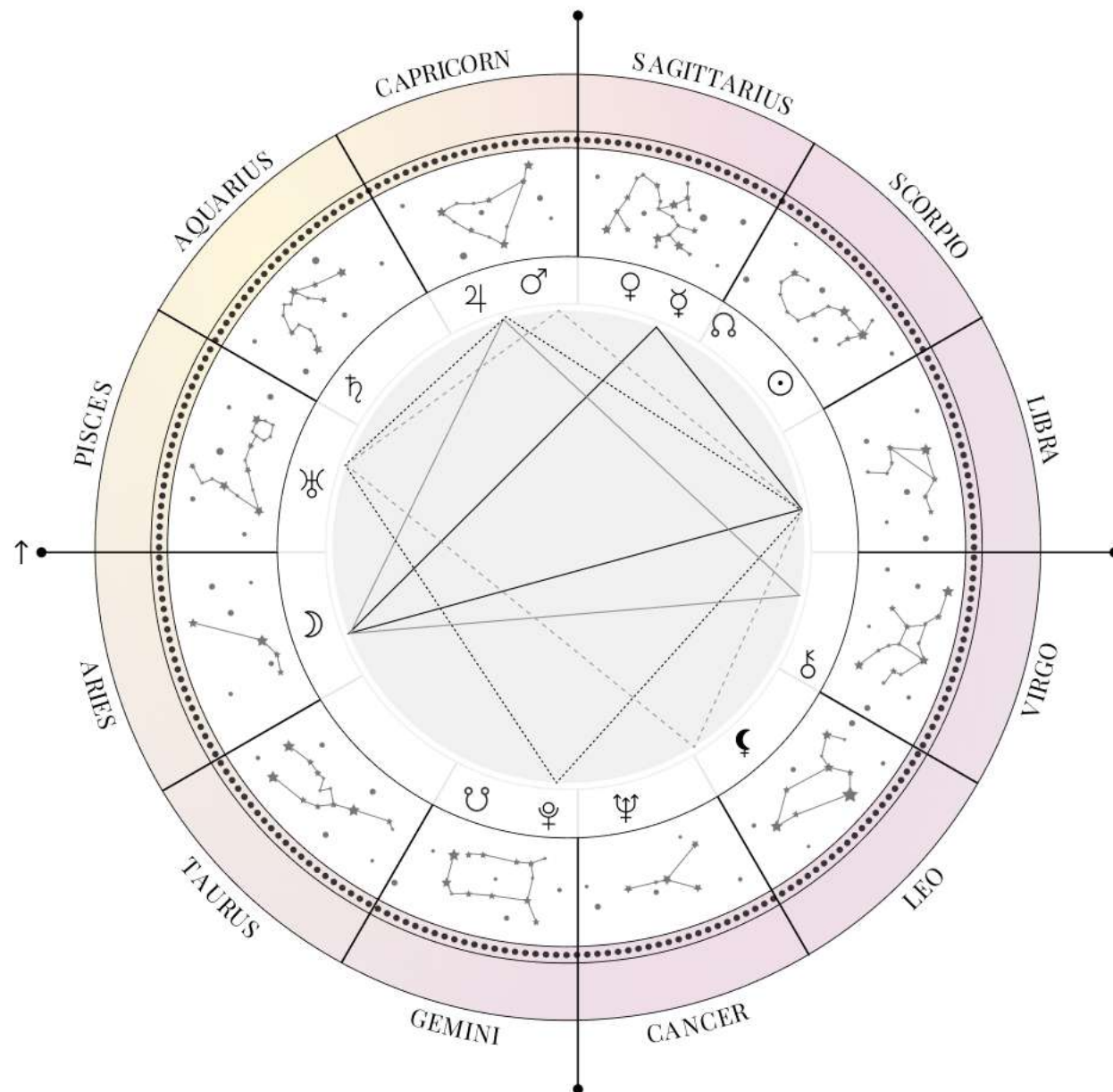
Email

 INTRODUCTION

Jhavtech Studios collaborated with **Astrotash.com** to develop a custom astrology birth chart (**natal chart**) plugin for **WordPress**. This plugin enables users to create personalized birth charts, planetary positions, and astrological insights using just three inputs: **Date of Birth, Time, and Place**. It utilizes ephemeris data, the **ACS Atlas** database, and a tailored **AstroChart library** for precise calculations and attractive charts. Users can access their charts instantly on the website and receive a personalized PDF via email.

CLIENT REQUIREMENTS

Astrotash approached us with a vision to enhance their astrology services with a seamless, interactive online tool.



- ♈ **Accurate Birth Chart Generation** using date, time, and location.
- ♉ **Default 12:00 PM** chart generation for unknown birth times.
- ♊ **Custom WordPress plugin** with Shortcode integration for easy embedding.
- ♋ Frontend built with **Node.js** and custom **chart visualisation**.
- ♌ **Email module** to send users their personalised chart in PDF format.
- ♍ **Email marketing integration** with platforms like Mailchimp.
- ♎ **Geolocation integration** for accurate city and timezone selection.

OUR SOLUTION

We developed a custom WordPress plugin that integrates seamlessly with Astrotash's existing website.



Backend Integration

Node.js service for retrieving ephemeris data and calculating chart positions.



Lead Capture & Email Marketing

Automatic Mailchimp integration for newsletter subscriptions.



Customised SVG Chart Rendering

Tailored the AstroChart library to match the client's branding and design.



Automated PDF Generation & Delivery

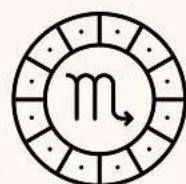
RabbitMQ-powered queue system with Gmail SMTP for sending birth charts.



Frontend Plugin Development

Custom Shortcode [birthchart_form] for embedding the birth chart form anywhere on the site.

✧ KEY FEATURES IMPLEMENTED ✧



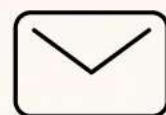
Dynamic Birth Chart Generation
(Natal Chart)



Automatic PDF Delivery via Email



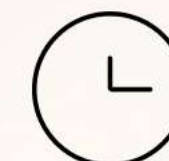
Geolocation & Atlas Database
Integration



Newsletter Subscription &
Marketing Automation



Custom Shortcodes for Easy
Embedding



12:00 PM Default Chart for
Unknown Birth Times

✦ HOW IT WORKS ✦

When A User Visits The Star Charts Page, The Form Is Displayed Via A Shortcode.

1

Data Is Stored In WordPress As A Custom Post Type

2

User Is Added To The Mailchimp Subscriber List

3

Node.Js Backend Fetches Data From The Ephemeris And Atlas Database

4

RabbitMQ Worker Generates A PDF Version Of The Chart

5

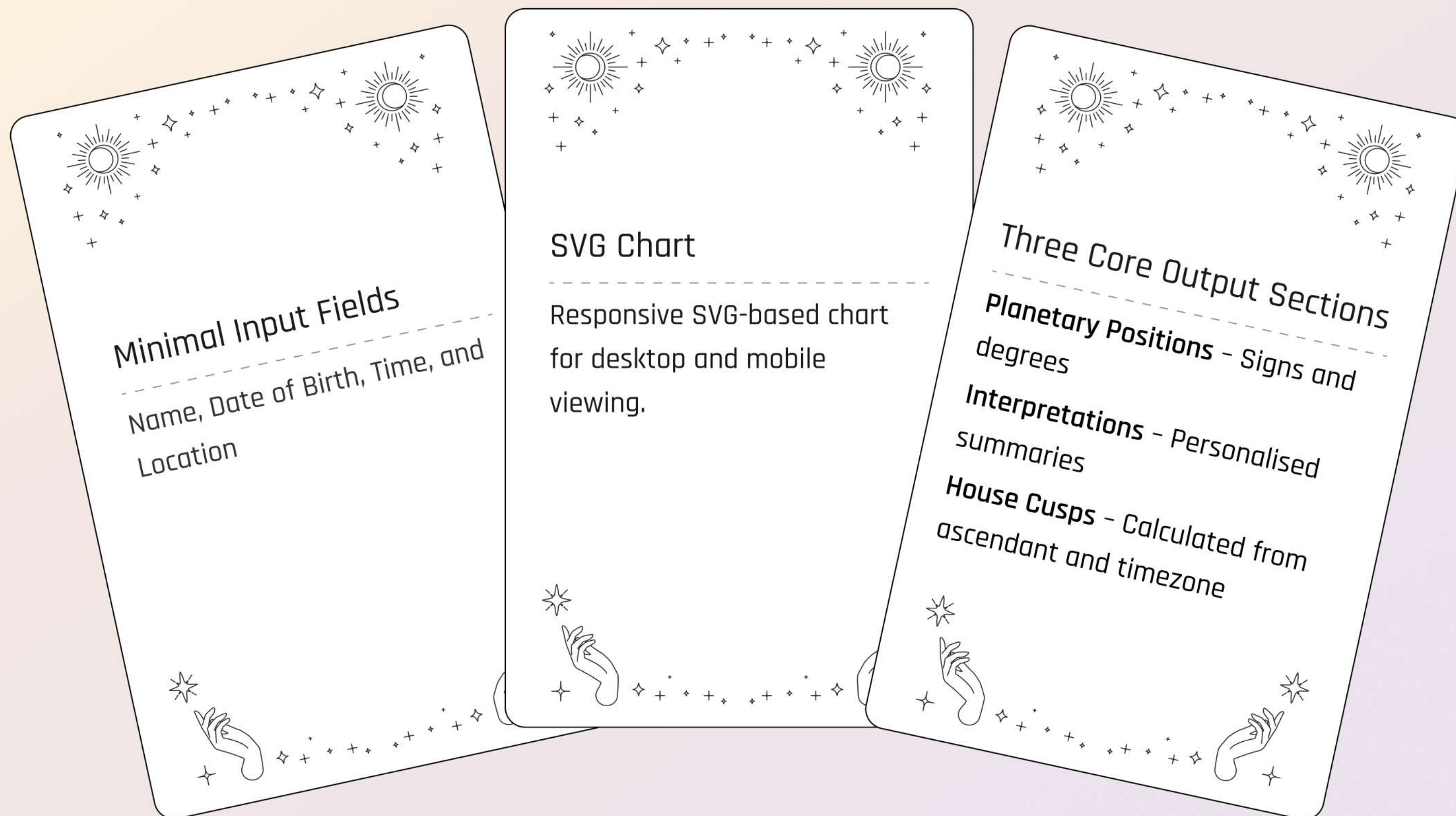
The PDF Is Sent Via SMTP Email To The User

6

The AstroChart SVG Is Displayed Instantly On The Frontend

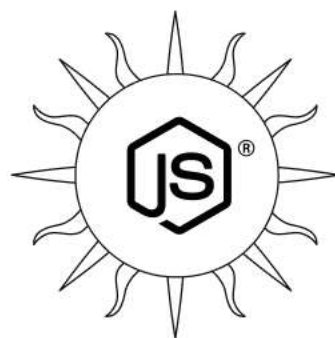
DESIGN PROCESS

The design focused on simplicity and usability while retaining detailed astrological information.

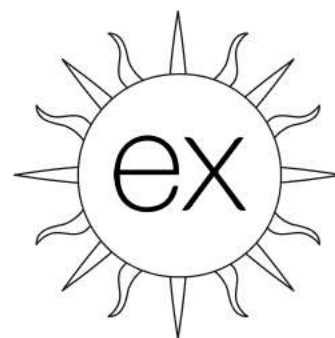


TECHNOLOGY STACK

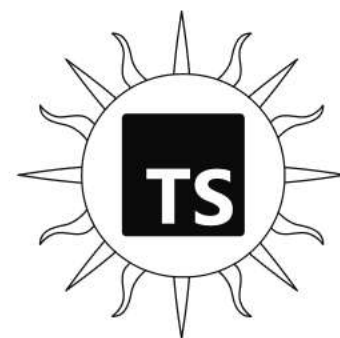
Backend



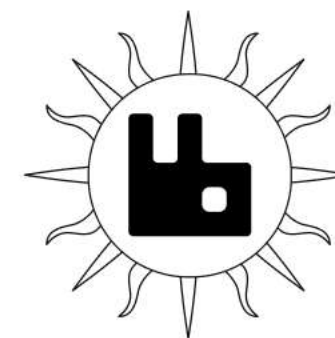
Node.js



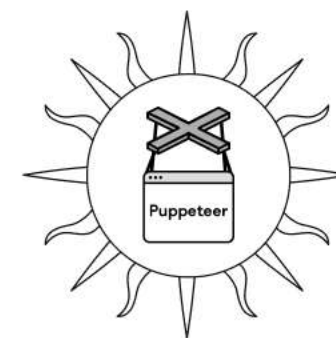
Express.js



TypeScript

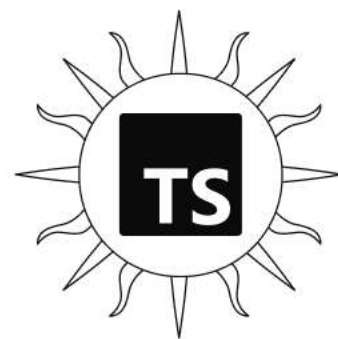


RabbitMQ



Puppeteer

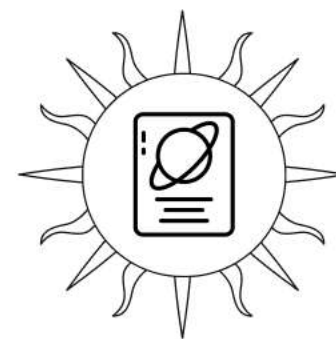
Charting



TypeScript

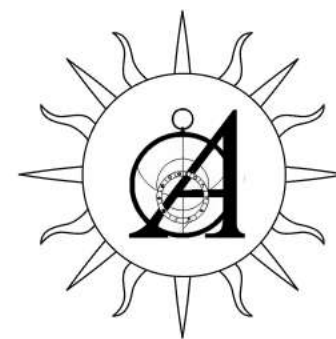


SVG



Custom AstroChart Library

Database

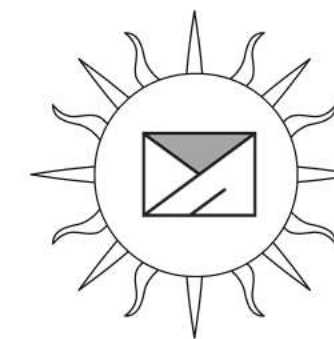


ACS Atlas



MySQL

Email

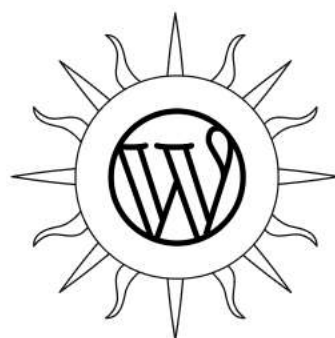


Gmail SMTP

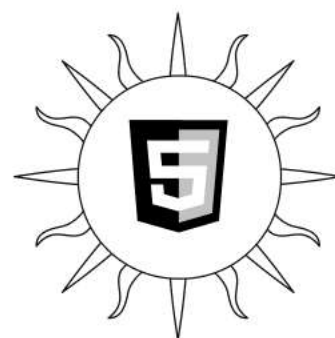


Mailchimp Integration

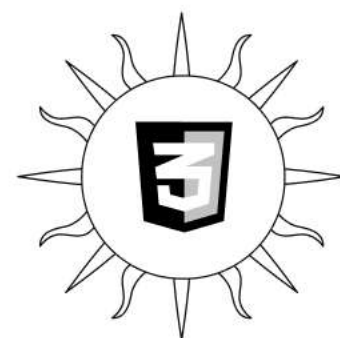
Frontend



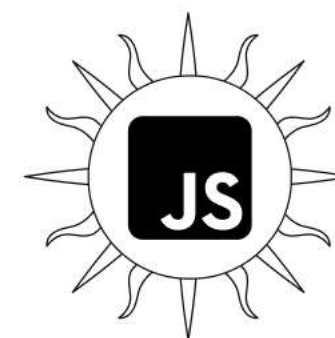
PHP (Wordpress)



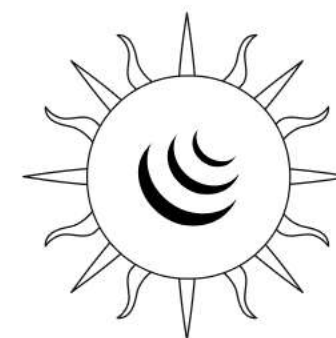
HTML



CSS

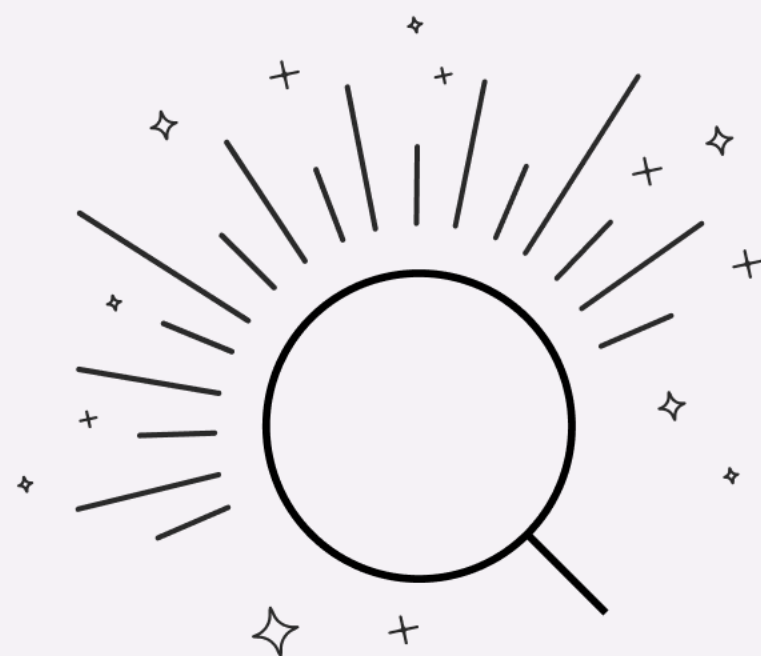


JS



jQuery

DEVELOPMENT PROCESS

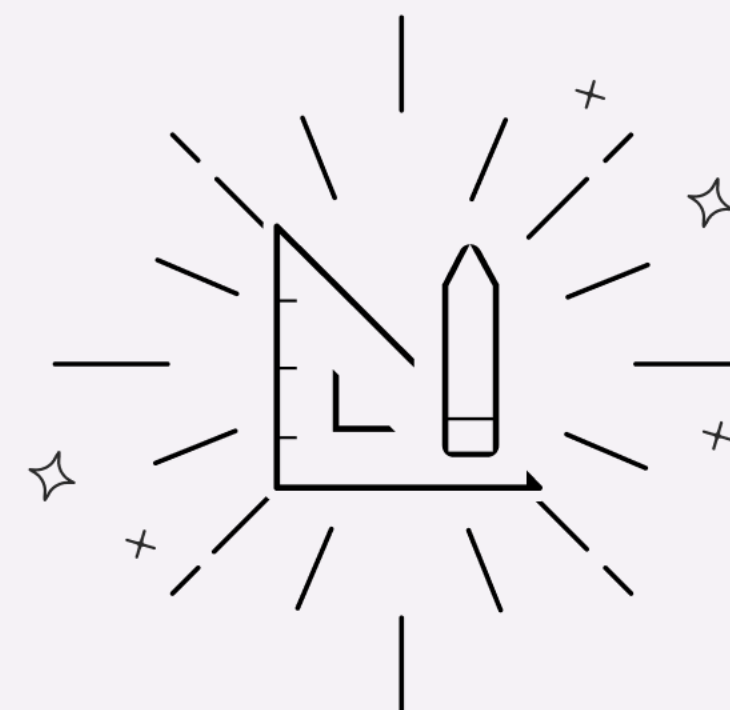


Research & POC

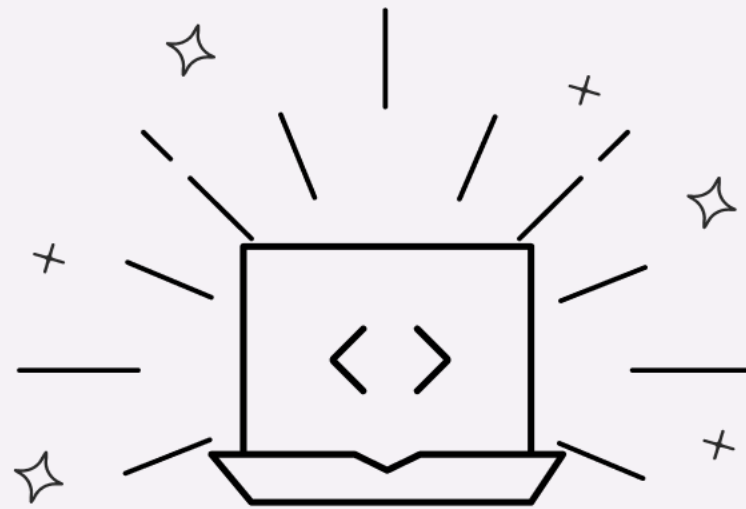
Our astrotash birth chart plugin development utilized a structured, **multi-phase approach** to ensure technical accuracy and a seamless user experience. we started with thorough research and a **proof of concept (poc)** to validate the workflow, data accuracy, and necessary integrations. This stage confirmed that our architecture – combining **wordpress, node.js, and ephemeris data integration** – could provide **precise** astrological calculations at scale.

UI/UX Design

Following POC approval, our **UI/UX team** collaborated with the client to design a **custom natal chart interface** that reflected the Astrotash brand while prioritizing clarity and usability. After finalizing the design, our developers adapted the **AstroChart SVG library** to fit the new visual style, ensuring **responsive, high-quality chart** rendering on all devices.



DEVELOPMENT PROCESS



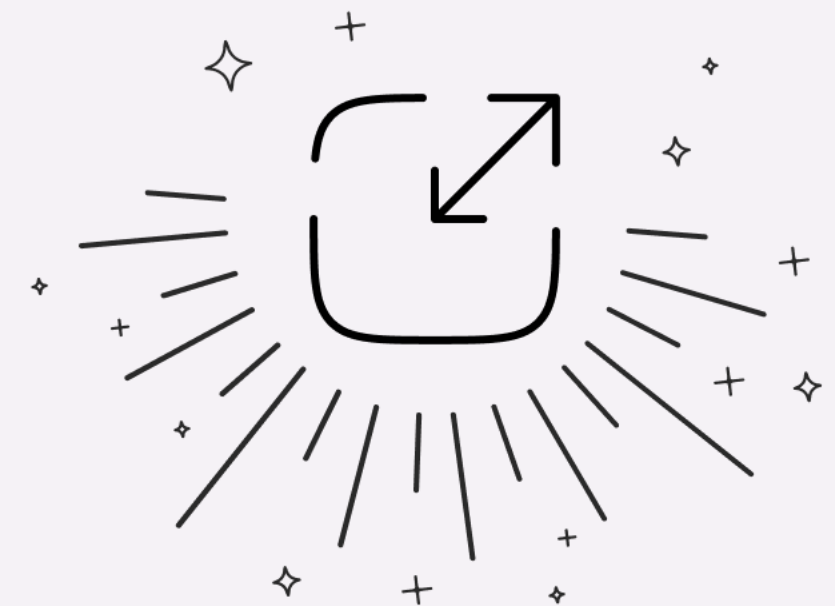
Development & Integration

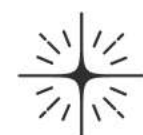
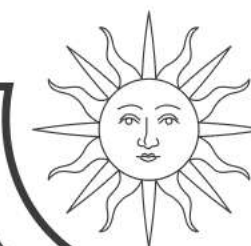
Simultaneously, we worked on multiple fronts:

- Building the **custom WordPress plugin** with shortcode integration.
- Developing the **Node.js backend API** for **ephemeris** and **Atlas database queries**.
- Integrating essential third-party tools for email delivery and marketing automation.

Deployment & Scalability

We implemented a queue-based infrastructure with **RabbitMQ** for reliable performance, enabling efficient automated generation of **personalized birth chart** PDFs via **Puppeteer**, delivered instantly through **SMTP email**. This method ensured **fast, accurate chart generation** and a scalable framework for future enhancements like **multilingual support**, advanced interpretations, and extended marketing integrations.





WHY THIS PROJECT STANDS OUT



The Astrotash Birth Chart Plugin showcases how custom WordPress development and **modern backend architecture** can create **interactive, accurate, and visually appealing astrology tools**. This solution enhanced user engagement and opened new lead-generation avenues through integrated email marketing.

If you want to develop custom WordPress plugins, interactive calculators, or astrology software, contact **Jhavtech Studios** today.

